

ABSTRACT

This study discusses Gerakan Sejuta Data Budaya Campaign as a form of legal protection of the cultural richness of Indonesia. Gerakan Sejuta Data Budaya is a campaign created by Sobat Budaya Foundation as a medium of information about richness of Indonesian culture and avoid claims by foreign parties. In this case, the author examines a strategy from Gerakan Sejuta Data Budaya Campaign for teenagers in the City of Bandung by using the theory of campaign . From the analysis of the data, it takes a specific strategy to attract teenagers to participate in Gerakan Sejuta Data Budaya Campaign. The author choose the event as the main media, because in an event will occur two-way communication that will affect aspects of knowledge, attitudes and skills. The purpose of this study to attract teenagers interests so that the process of the campaign will run well on target, registering a million Indonesian data culture as intellectual property belonging to the Indonesian nation.

Keywords: Gerakan Sejuta Data Budaya, Event, Teenagers